



OVERVIEW

As we move into the 21st Century, natural resource managers must respond to the changing population of visitors demanding access to nature-based recreational opportunities. In the face of ever-changing visitor characteristics, expectations, and patterns of use, the understanding of public values regarding nature-based recreation is oftentimes elusive, frustrating managers into feeling as though they are chasing after a will-o'-the-wisp in their efforts to provide quality customer service. Cognizant of its stewardship role in managing Missouri's natural and cultural resources for Missouri's citizenry, the Missouri Division of State Parks (DSP) is seeking to determine if it is indeed providing quality customer service and meeting the needs of its visitors.

Since 1997, DSP has commissioned visitor studies at 26 of its 81 state parks and historic sites in an effort to learn more about the recreationists who visit them, resulting in a database of over 8,000 entries. These 26 parks and sites are truly representative of the diverse natural and cultural resources found throughout the state of Missouri and, although each park and site has its own unique features and resources, reflect the type of recreational opportunities to be found in the entire system. Of particular interest to DSP is the discovery of just who their visitors are and what characteristics go into making a "typical" visitor to the Missouri state park system. Knowing who their current customers are can assist DSP managers in monitoring for changes in their customer base and preparing for the potential accommodations associated with such changes.

The following summaries seek to provide this information and to provide managers with a quick reference guide to be used during management meetings, legislative sessions, public forums, etc. Each summary briefly profiles a particular segment of the adult visitors, 18 years of age and older, who were surveyed during the four years of study. Profiles include descriptions of visitors based on their socio-demographic characteristics of age, income, ethnicity, educational attainment, and resident location as well as a comparison of socio-demographic characteristics of Missouri visitors compared to Missouri's population as a whole. Also included are descriptions of visitors based on a recreation activity spectrum, a comparison of visitors based on their use patterns (i.e. historic site visitors vs. state park visitors, overnight visitors vs. day-users, etc.), and a park and site classification system.

A PORTRAIT OF THE VISITOR TO MISSOURI'S STATE PARKS & HISTORIC SITES

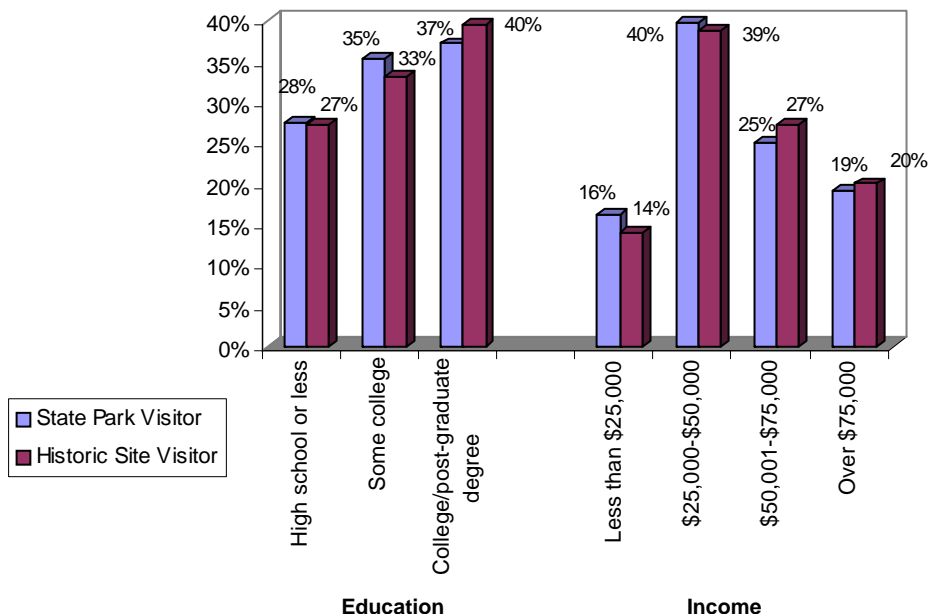
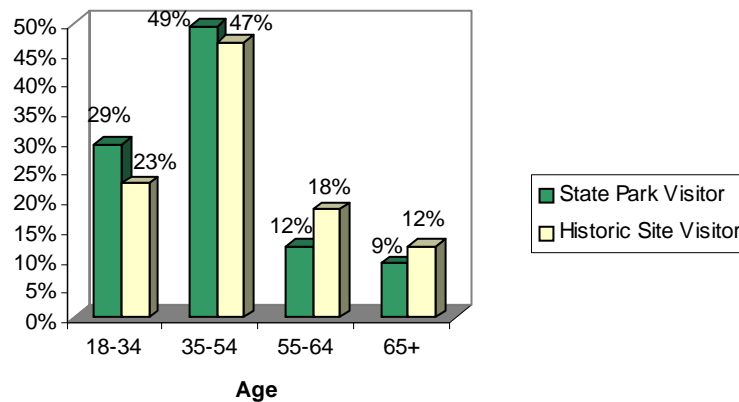
Socio-Demographic Characteristics

State Park Visitor

- The typical state park visitor is a white male, 43 years of age.
- Almost 4 of 10 state park visitors are college graduates or beyond, while less than 1 out of 10 has less than a grade school education.
- In regard to income:
 - 4 out of 10 state park visitors report an annual household income of between \$25,000 & \$50,000,
 - over 4 of 10 report an annual income of \$50,000 or more,
 - and almost 2 of 10 make over \$75,000 annually.

Historic Site Visitor

- The typical historic site visitor is a white female, 46 years of age.
- 4 out of 10 historic site visitors have a college degree or beyond, while less than 1 out of 10 has less than a grade school education.
- In regard to income for historic site visitors:
 - almost 4 of 10 visitors report an annual household income of between \$25,000 & \$50,000,
 - almost half (47%) report an annual income of \$50,000 or more,
 - and 2 out of 10 make more than \$75,000 a year.



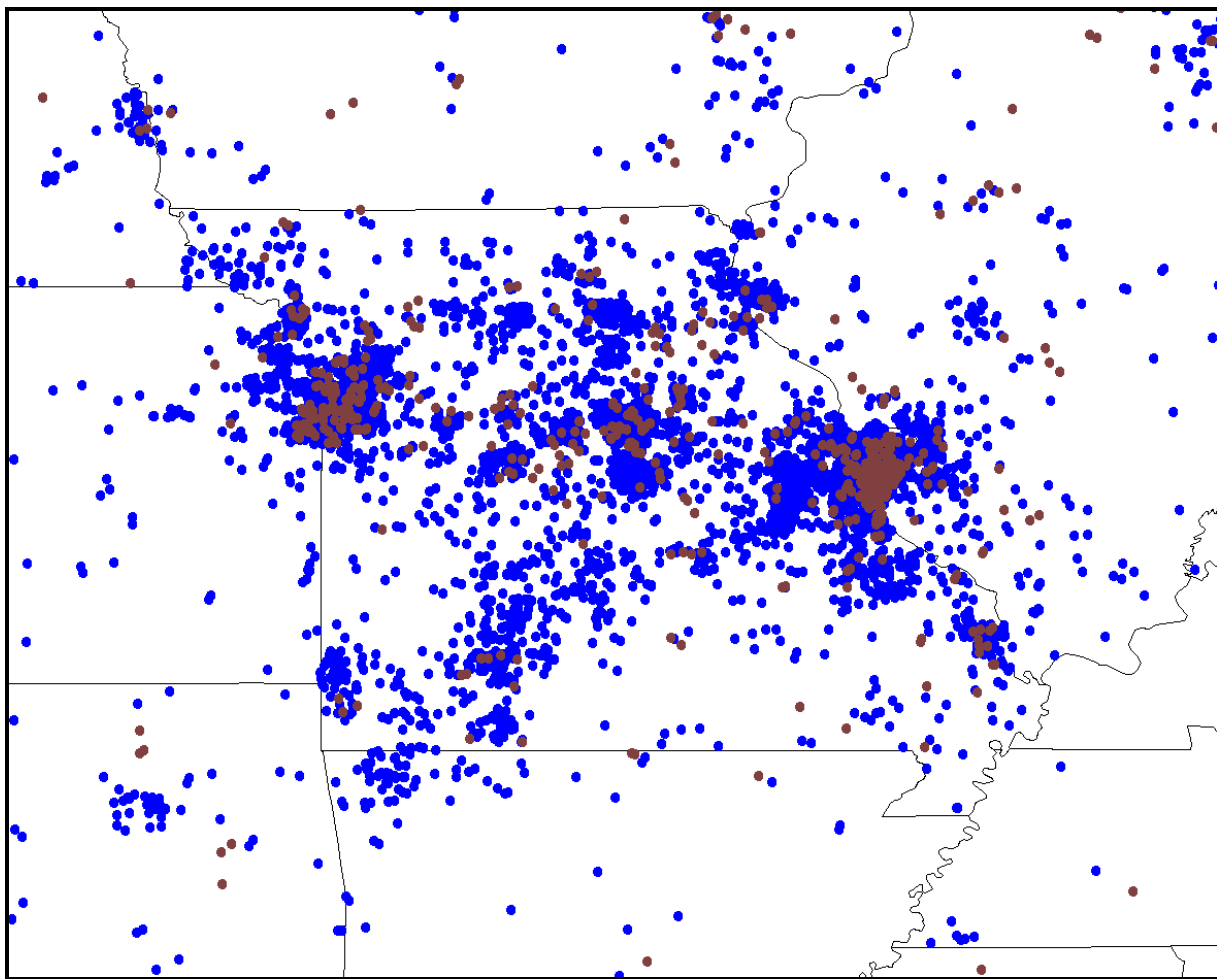
Residence

State Park Visitor

- Over two-thirds of state park visitors are metropolitan users from Missouri, over half (51%) of whom live within 50 miles of the parks they visit.
- 1 out of 5 state park visitors comes from out of state. The bulk of out of state visitors come from the states immediately adjacent to Missouri, including Illinois, Kansas, Arkansas, Iowa, & Oklahoma.

Historic Site Visitor

- Over 7 out of 10 historic site visitors are metropolitan users from Missouri, almost two-thirds of whom live 50 miles or more from the historic sites they visit.
- 1 out of 3 historic site visitors comes from out of state. Most of the out of state visitors come from the states surrounding Missouri, including Illinois, Kansas, Iowa, & Oklahoma.



- **State Park Visitor**
- **Historic Site Visitor**

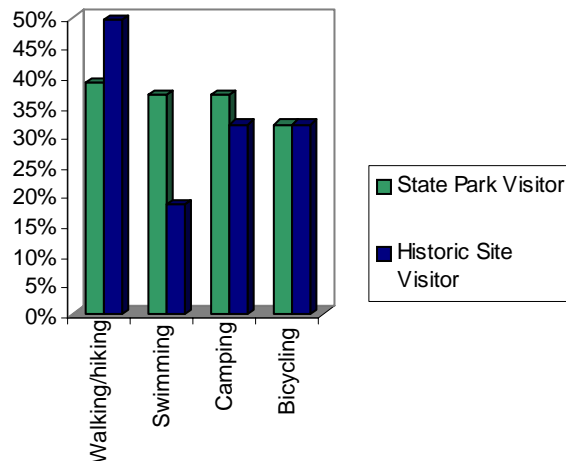
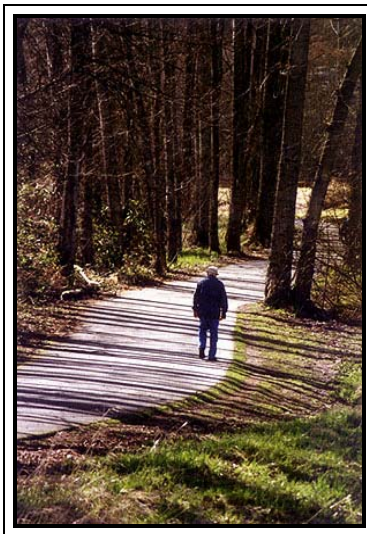
Use Patterns

State Park Visitor

- 4 out of 5 state park visitors are frequent repeat visitors, visiting the same state park almost 19 times a year & mostly on the weekends. Most come to the parks with their family & friends.
- Almost 6 of 10 state park visitors tend to visit a park for the day & not spend the night; however, of those who do stay overnight, three-fourths stay in overnight facilities within the parks.
- While each park offers a unique set of recreational activities based on its primary resources, several activities are common to the parks & dominate the recreation activity spectrum: walking/hiking, swimming, camping, & bicycling.

Historic Site Visitor

- 1 out of 3 historic site visitors are repeat visitors, visiting the same historic site almost 6 times a year & mostly on the weekends. Most visit the historic sites with their family & friends.
- The average historic site visitor is slightly more likely (52%) to stay overnight during a visit to a historic site rather than visit just for the day. Overnight visitors are slightly more likely (56%) to stay in nearby lodging facilities rather than stay in the overnight facilities within the sites (not all historic sites offer overnight facilities).
- In addition to visiting nature centers, museums, & historic buildings, historic site visitors also participate in several of the same dominant recreational activities: hiking/walking, bicycling, & camping.



A COMPARISON OF THE OVERNIGHT VISITOR VERSUS THE DAY-USER

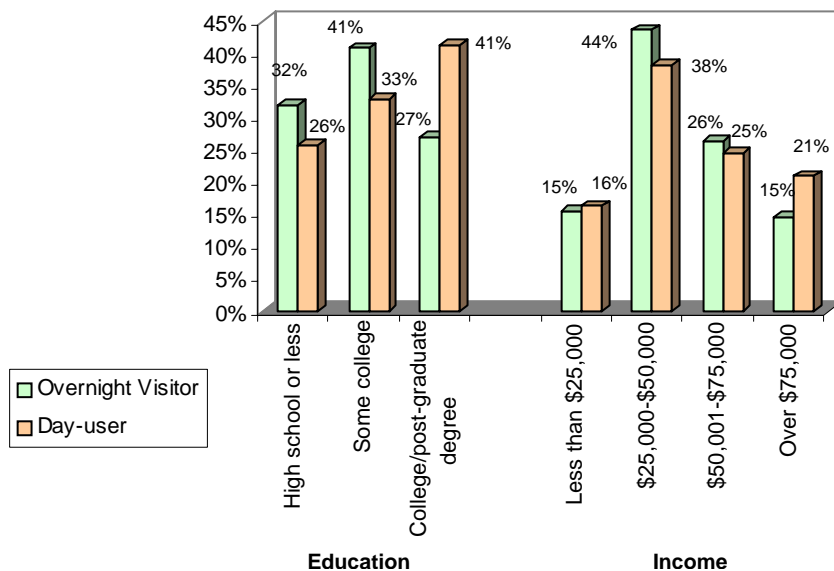
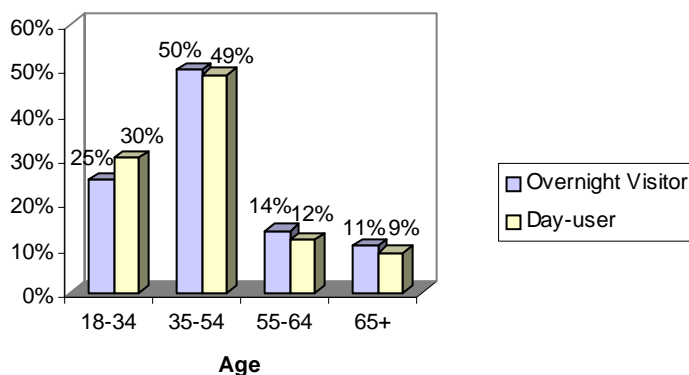
Socio-Demographic Characteristics

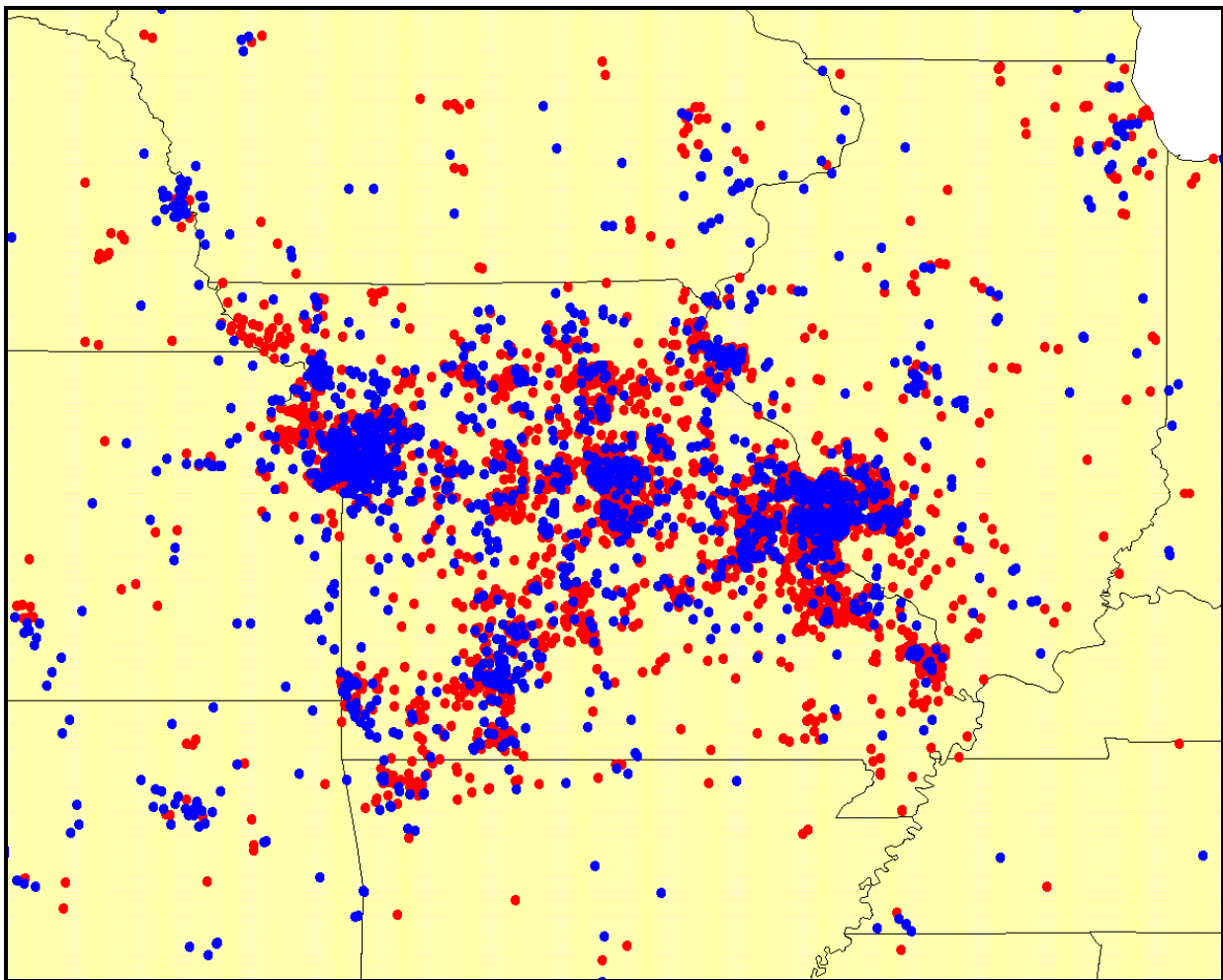
Overnight Visitor

- An overnight visitor to Missouri's state parks and historic sites is one who stays in the overnight facilities in the park or site, including the campgrounds, cabins, or motel.
- A typical overnight visitor is white, 44 years old, and slightly more likely to be male than female.
- 4 out of 10 overnight visitors have some college or vocational school as their highest level of education, while less than 1 of 10 has less than a grade school education.
- In regard to annual household income:
 - over 4 of 10 overnight visitors report an income of between \$25,000 & \$50,000
 - and over 4 of 10 overnight visitors report an income of \$50,000 or more annually.

Day-use Visitor

- The day-user that visits Missouri's state parks and historic sites includes those visitors who visit only for the day and those overnight visitors who don't stay at the overnight facilities within the park or site.
- Day-users are typically white, 43 years old, and slightly more likely to be male than female.
- 4 out of 10 day-users have a college degree or an advanced graduate degree, while less than 1 out of 10 has less than a grade school education.
- In regard to annual household income:
 - over one-third of day-users report an income of between \$25,000 and \$50,000,
 - almost half (46%) make \$50,000 or more a year,
 - and 2 of 10 make \$75,000 or more annually.





- Overnight Visitor
- Day-use Visitor

Residence

Overnight Visitor

- Over two-thirds of overnight visitors are metropolitan users from Missouri, almost 8 out of 10 of whom live 50 miles or more from the parks and sites they visit.
- 1 out of 3 overnight visitors comes from out of state. Of the out of state visitors, most come from the states surrounding Missouri, including Illinois, Kansas, Iowa, Oklahoma, Nebraska, & Arkansas.

Day-use Visitor

- Two-thirds of day-users are metropolitan users from Missouri, almost two-thirds of whom live within 50 miles of the parks and sites they visit.
- 1 out of 5 day-users comes from out of state. The majority of out of state day-users come from Illinois, Kansas, & Arkansas.

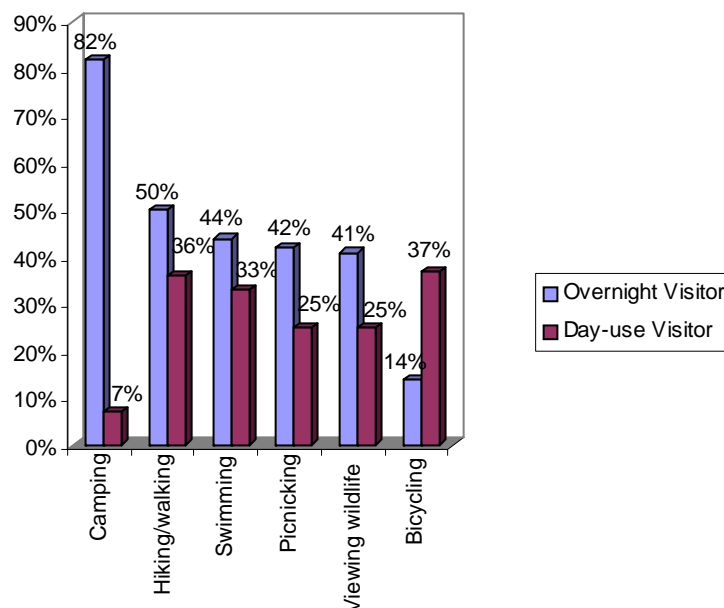
Use Patterns

Overnight Visitor

- 2 out of 3 overnight visitors are repeat visitors, visiting the same state park or historic site 4 times a year. Most come to the parks and sites with their family and friends, and most visit on the weekends.
- A typical overnight stay for overnight visitors is 3 nights, with 93% of overnight visitors staying in the park & site campgrounds.
- Only 5% of overnight visitors visit historic sites.
- Overnight visitors typically engage in the following recreational activities during a visit to a state park or historic site: camping, walking/hiking, swimming, picnicking, and viewing wildlife.

Day-use Visitor


- 4 out of 5 day-users are frequent repeat visitors, visiting the same park or historic site almost 24 times a year, mostly during the weekends. Most visit the historic sites with their family and friends.
- A typical overnight stay for those day-users staying overnight outside the park or site is also 3 nights. Over two-thirds of these visitors stay in nearby lodging facilities or nearby campgrounds.
- 10% of day-users visit historic sites.
- Day-users typically engage in the following recreational activities during a visit to a state park or historic site: bicycling, walking/hiking, swimming, viewing wildlife, and picnicking.





A PROFILE OF VISITORS BASED ON THEIR PARTICIPATION IN THE DOMINANT RECREATION ACTIVITIES

Socio-Demographic Characteristics


Campers


 A typical camper to Missouri state parks & historic sites is 44 years old, slightly more likely to be male than female, & much more likely to be white than any other racial background.


 4 out of 10 campers have completed some college or vocational school, while less than 1 out of 10 has less than a grade school education.

 Over 4 out of 10 campers have an annual household income of between \$25,000 & \$50,000, & another 4 out of 10 make \$50,000 or more annually.


Walkers/Hikers


 The average walker/hiker is 43 years of age, almost equally likely to be female or male, & much more likely to be white than any other racial background.


 Almost 4 out of 10 walkers/hikers have a college degree or an advanced graduate degree, while less than 1 out of 10 has less than a grade school education.

 4 out of 10 walkers/hikers report an annual household income of between \$25,000 & \$50,000, while over 4 out of 10 make \$50,000 or more. In fact, 2 out of 10 report making \$75,000 or over.


Bicyclists


 The average bicyclist is also 43 years of age, but more likely to be male than female. Most bicyclists are also more likely to be white than any other racial background.


 Over half (53%) of bicyclists have a college degree or an advanced graduate degree, while only 1% have less than a grade school education.

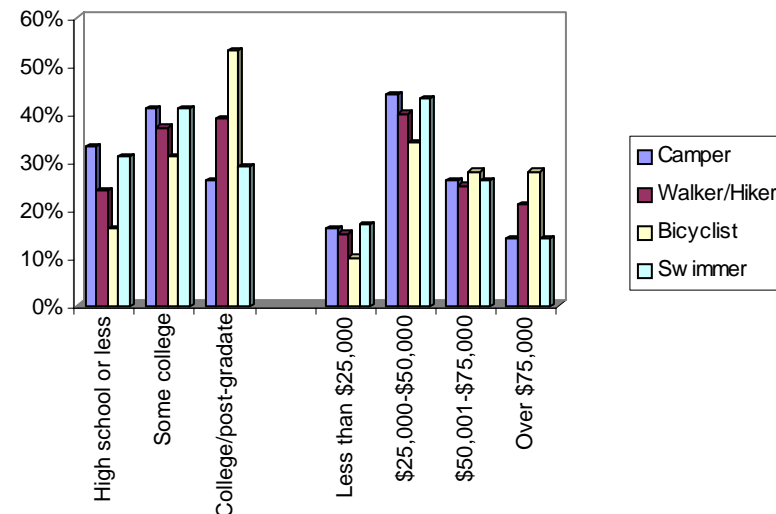
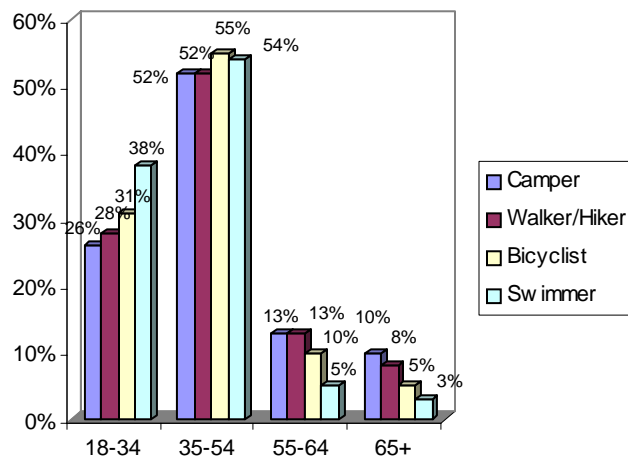
 Bicyclists have the highest annual household income, with over half (56%) making \$50,000 or more. Almost 3 out of 10 report making \$75,000 or more annually.

Swimmers

 Younger than the other three types of visitors, the average swimmer is 38 years old. The typical swimmer is equally likely to be male or female, but much more likely to be white than any other race.

 4 out of 10 swimmers have some college or vocational school as their highest level of education, while less than 1 out of 10 has less than a grade school education.

 Over 4 of 10 swimmers have an annual household income of between \$25,000 and \$50,000, while another 4 of 10 make \$50,000 or more.



Residence

Campers



Two-thirds of campers are urban users from Missouri, three-fourths of whom live 50 miles or more from the parks & sites they visit.



1 out of 4 campers is from out of state. Out of state campers typically come from Illinois, Kansas, Iowa, Arkansas, Oklahoma, Nebraska & Texas.

Walkers/Hikers



7 out of 10 walkers/hikers are from metropolitan areas in Missouri and are equally likely to live within 50 miles or live 50 miles or more from the parks & sites they visit.



Approximately 1 out of 4 walkers/hikers is from out of state. Most of these visitors come from Illinois, Kansas, Arkansas, Iowa & Oklahoma.

Bicyclists



8 out of 10 bicyclists are metropolitan users from Missouri, three-fourths of whom live within 50 miles of the parks & historic sites they visit.



1 out of 10 bicyclists is from out of state, with most of these coming from Illinois & Kansas.

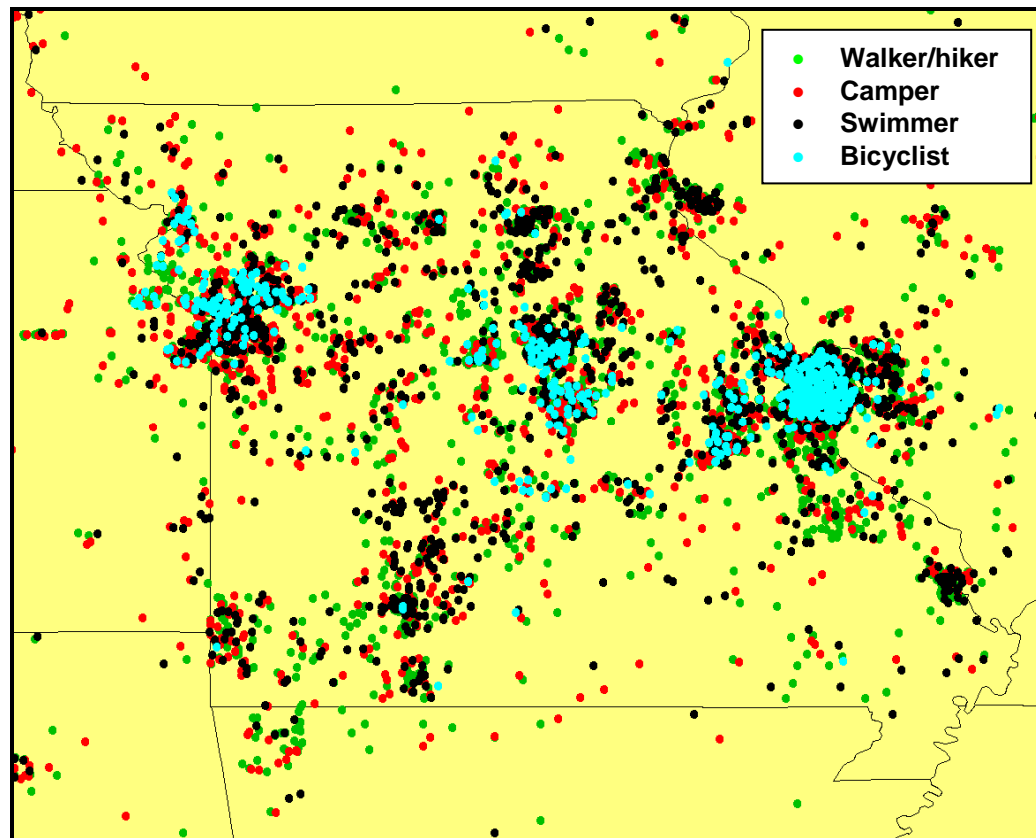
Swimmers



6 of 10 swimmers are metropolitan users from Missouri, two-thirds of whom live 50 miles or more from the state parks & historic sites they visit.





1 in 5 swimmers is an out of state visitor, most of whom come from Illinois, Kansas, Iowa & Oklahoma.





Use Patterns

Campers


 2 out of 3 campers are repeat visitors, visiting the same state park or historic site 6 times in a year, mostly during the weekends. The typical camper comes to the park or site with family & friends.


 A typical overnight stay for campers is 3 nights, with most camping in the campgrounds in the parks & sites (less than 5% of campers camp in nearby campgrounds).


 6% of campers visit historic sites.


 In addition to camping, campers typically engage in several other activities: walking/hiking, picnicking, swimming & viewing wildlife.

Walkers/Hikers


 7 of 10 walkers/hikers are frequent repeat visitors, visiting the same state park or historic site 22 times a year, mostly on a weekend. Most walkers/hikers visit the parks & sites with family & friends.


 The typical walker/hiker is equally likely to stay overnight during a visit or visit just for the day. The average overnight stay for a walker/hiker is also 3 nights & 83% stay in the overnight facilities within the park or site.


 9% of walkers/hikers visit historic sites.


 During a typical visit, walkers/hikers also view wildlife, picnic, swim, & camp.

Bicyclists


 3 out of 4 bicyclists are frequent repeat visitors, visiting the same park or site 28 times a year and mostly on the weekends. Most bicyclists recreate with family & friends, although 20% come alone.


 The average bicyclist is a day-user. Of those who stay overnight, however, most stay an average of 3 nights and are equally likely to stay either in the overnight facilities within the park or site or in other overnight facilities outside the park or site.


 Only 2% of bicyclists visit historic sites.


 Bicyclists also engage in viewing wildlife & walking/hiking during a visit.

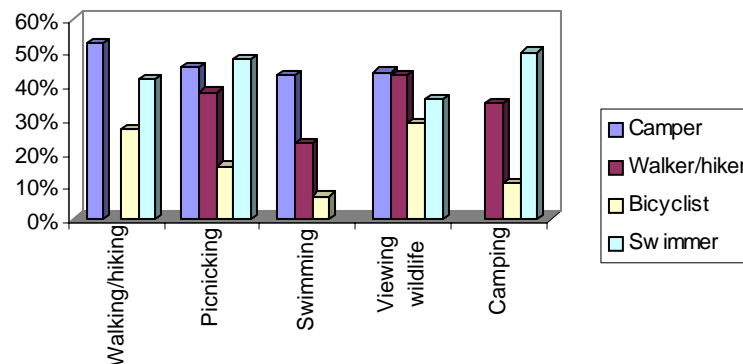
Swimmers

 3 of 4 swimmers are repeat visitors visiting the same park or site 9 times during a year, with most visits occurring on a weekend & with family & friends.

 The average swimmer is slightly more likely to stay overnight during a visit (57%) than visit just for the day (43%). 83% of overnight swimmers stay in the overnight facilities within the park or site. A typical overnight stay is 3 nights.

 Only 1% of swimmers visit historic sites.

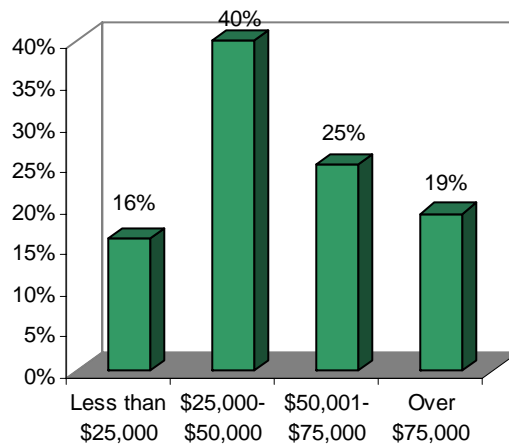
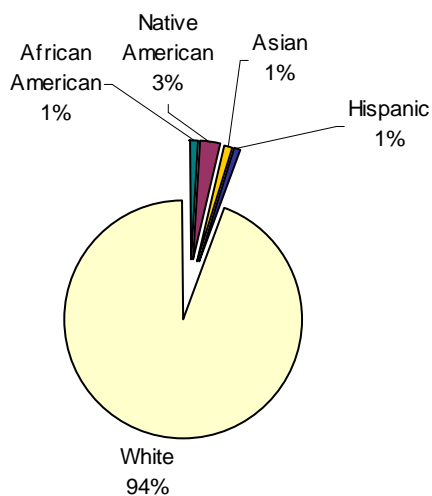
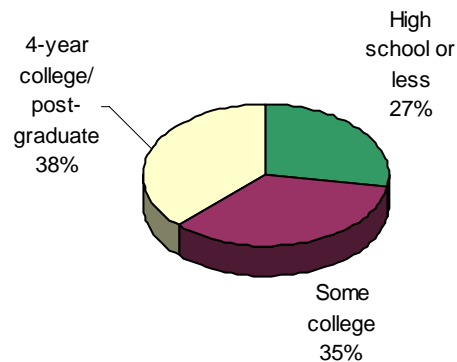
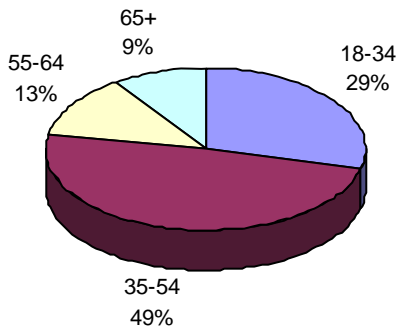
 In addition to swimming, swimmers also engage in several other activities during their visits: camping, picnicking, walking/hiking & viewing wildlife.



SOCIO-DEMOGRAPHIC CHARACTERISTICS PROFILES

The following profiles describe visitors to Missouri's state parks and historic sites based on their socio-demographic characteristics of age, race, income and educational attainment. For the purposes of comparing, the socio-demographic characteristic of age is categorized into four age groups: 18-34 years of age, 35-54, 55-64, and 65 and older. Household income has likewise been grouped into four categories: less than \$25,000 annually, between \$25,000 and \$50,000, between \$50,000 and \$75,000, and

over \$75,000 annually. Race includes five categories: African American, Native American, Asian, Hispanic, and White. And finally, three levels of education are compared: high school or less, some college or vocational school, and a four-year college degree or post-graduate education. The following charts depict the percentage of visitors that fall into each category of age, race, income and education.



Socio-Demographic Characteristics

18-34

- Visitors in this category are slightly more likely to be male than female and are much more likely to be white than any other race.
- Almost 4 out of 10 visitors from this age category have completed some college or vocational school, while less than 1 out of 10 has less than a grade school education.
- Over two-thirds have an annual household income of \$50,000 or less. Over 4 out of 10 make between \$25,000 & \$50,000.
- 7 out of 10 visitors in this age category are urban users from Missouri, over half (54%) of whom live within 50 miles of the parks & sites they visit.
- 16% of the visitors in this age category are from out of state, mostly from Illinois & Kansas.

35-54

- Visitors in this category are almost equally likely to be male or female and are much more likely to be white.
- 4 out of 10 visitors have a college degree or an advanced graduate degree, while less than 1 out of 10 has less than a grade school education.
- Over half (55%) of the visitors in this category make over \$50,000 annually. In fact, 1 out of 4 makes over \$75,000 annually.
- Over 7 out of 10 of these visitors are from metropolitan areas in Missouri. These visitors are equally likely to live within 50 miles or live farther than 50 miles from the parks & sites they visit.
- 2 out of 10 visitors are from out of state, most coming from Illinois, Kansas, Iowa, Arkansas & Oklahoma.

55-64

- These visitors are slightly more likely to be male than female and most are white.
- Over one-third (37%) of the visitors in this category have a high school degree or less, with 3% having less than a grade school education. Another third (33%) have completed college or have an advanced graduate degree.
- Over half (55%) of the visitors in this age category report making \$50,000 or less annually. 1 out of 4 make between \$50,001 & \$75,000.
- Two-thirds of the visitors in this age category are urban Missourians who are 56% more likely to live 50 miles or more from the parks or sites they visit.
- 1 out of 4 visitors come from out of state, including Illinois, Kansas, Texas, Arkansas, Indiana, Iowa, Florida & Oklahoma.

65+

- The visitors that are 65 years of age or older are two-thirds as likely to be male than female and the vast majority are white.
- Almost half (46%) of the visitors in this age category have a high school education or less, with 10% having less than a grade school education.
- Over three-fourths report an annual household income of \$50,000 or less, with one-third making \$25,000 or less.
- The average visitor 65 years of age or older is almost equally likely to be from an urban or a rural area in Missouri. This visitor is slightly more likely to live 50 miles or more from the parks or sites they visit.
- 3 out of 10 visitors in this age category come from out of state, most coming from Illinois, Kansas, Iowa, Oklahoma, Nebraska, Texas, Arkansas, Florida & Ohio.

Use Patterns

18-34

- Two-thirds of the visitors in this category are frequent repeat visitors, visiting the same state park or historic site an average of 16 times during the past year. Most visit the parks & sites with family & friends on the weekends.
- These visitors are two-thirds as likely to be day-users than stay overnight during a visit. Of those who do stay overnight, the average overnight stay is 2 nights, most (75%) of whom stay in the overnight facilities within the parks & sites.
- Only 7% of visitors in this age category visit a historic site.
- Activities with the most participation for this age category include walking/hiking, picnicking, viewing wildlife, swimming, camping & bicycling.

35-54

- 7 out of 10 visitors in this age category are frequent repeat visitors, visiting the same parks & sites 17 times in the past year. This visitor is two-thirds as likely to visit on the weekend, and most often visits with family & friends.
- The visitors in this age category are slightly more likely (57%) to visit only for the day than stay overnight. Overnight visitors are three-fourths as likely to stay in the overnight facilities within the park or site, and the average stay is 3 nights.
- 8% of visitors in this age category visit a historic site during a typical visit.
- The typical visitor in this age category participates in the following activities during a visit: walking/hiking, viewing wildlife, picnicking, camping, swimming & bicycling.

55-64

- 7 of 10 of these visitors are also frequent repeat visitors, visiting the same parks & sites almost 21 times in a year & mostly on the weekends. These visitors typically bring their family & friends with them on a visit.
- A typical visitor is almost equally likely to visit for the day or stay overnight. Of those staying overnight, the majority (73%) stay in the overnight facilities offered at the park or site. Most stay an average of 3 nights.
- A higher percentage (13%) of these visitors visit a historic site when compared to the other age categories.
- Visitors typically engage in walking/hiking, camping, viewing wildlife & picnicking as the most frequent activities during a visit.

65+

- 3 out of 4 visitors in this age category are frequent repeat visitors, averaging 22 visits in a year to the same park or site. Almost equally likely to visit during the week or weekend, these visitors typically bring family & friends with them during a visit.
- The 65+ visitor is almost equally likely to stay overnight or recreate only for the day during a typical visit. Overnight visitors stay 4 nights, most (75%) of whom stay in the overnight facilities in the parks & sites.
- 11% of the visitors in this age category typically visit a historic site.
- Walking/hiking, camping, viewing wildlife & picnicking are the recreational activities in which visitors from this age category participate the most.

Socio-Demographic Characteristics

High School or Less

- Visitors in this category are 46 years of age, are almost equally likely to be male or female, & are much more likely to be white than any other race.
- 3 out of 4 visitors with a high school education or less make an annual household income of \$50,000 or less. Almost half (48%) make between \$25,000 & \$50,000.
- The average visitor with a high school degree or less is 57% more likely to come from an urban area in Missouri & is almost equally likely to live within 50 miles or live farther than 50 miles from the parks or sites they visit.
- 1 out of 5 visitors in this category come from out of state, most coming from the states surrounding Missouri: Illinois, Kansas, Iowa, Arkansas, Oklahoma & Nebraska.

Some College or Vocational School

- Visitors in this category are 42 years old, are almost equally likely to be male or female, & are much more likely to be white.
- Almost two-thirds of visitors in this category have an annual household income of \$50,000 or less, with 45% making between \$25,000 & \$50,000. 1 out of 4 has an annual income of between \$50,000 & \$75,000.
- A typical visitor in this category is two-thirds as likely to come from a metropolitan area in Missouri & is 52% more likely to live farther than 50 miles from the parks or sites they visit.
- Over 1 out of 5 come from out of state, most coming from the following states: Illinois, Kansas, Iowa, Arkansas, Oklahoma, Texas & Nebraska.

4-Year College Degree or Post-Graduate Education

- These visitors are 43 years old, are more likely to be male than female, & are mostly white.
- Almost two-thirds of visitors in this category have an annual household income of over \$50,000. In fact, one-third have an income over \$75,000.
- The visitor with a college or advanced degree is 80% more likely to be an urban user from Missouri, & is 52% more likely to live within 50 miles of the parks & sites they visit.
- Over 1 out of 5 visitors in this education category come from out of state, most of whom come from Illinois, Kansas & Iowa.

Use Patterns

High School or Less

- 3 out of 4 visitors in this category are frequent repeat visitors, visiting the same park or site 17 times in a year. Most visit on the weekend with their family & friends.
- These visitors are 56% more likely to be day-use visitors rather than overnight visitors. Of those who stay overnight, however, their stay averages 3 nights. Most (80%) of the overnight visitors stay in the overnight facilities offered in the parks & sites.
- 8% of the visitors in this education category visit a historic site during a typical visit.
- The visitors with a high school education or less typically engage in the following recreational activities when they visit Missouri's state parks & historic sites: walking/hiking, camping, picnicking, viewing wildlife & swimming.

Some College or Vocational School

- 71% of visitors with some college are frequent repeat visitors, visiting the same parks & sites an average of 16 times during a year. These visitors typically visit during the weekends & visit with family & friends.
- The visitors in this education category are 55% more likely to visit a park or site just for the day & not spend the night. Average overnight stays for those who do spend the night are 3 nights. 79% of these visitors stay in the overnight facilities in the parks & sites.
- 8% of those with some college visit historic sites.
- The typical visitor with some college participates in the following activities during a visit: walking/hiking, picnicking, viewing wildlife, camping & swimming.

4-Year College Degree or Post-Graduate Education

- 70% of those visitors with a college education are also frequent repeat visitors, visiting the same park or site 20 times a year & mostly on the weekends with family & friends.
- This visitor is almost two-thirds as likely to be a day-user rather than an overnight visitor. Those who do stay overnight tend to stay about 3 nights & are almost equally likely to stay in the overnight facilities within the parks & sites or stay in nearby overnight facilities.
- The visitor with a college or advanced degree typically visits a historic site about 9% of the time.
- Walking/hiking, bicycling, viewing wildlife & picnicking are the recreational activities in which visitors from this education category participate the most.

Socio-Demographic Characteristics

African American	Native American	Asian	Hispanic	White
➤ The typical African American visitor is 39 years of age & almost equally likely to be male or female.	➤ The typical visitor in this category is 45 years old & almost two-thirds as likely to be male than female.	➤ The average Asian visitor is 39 years of age & almost equally likely to be male or female.	➤ Averaging 39 years of age, the Hispanic visitor is slightly more likely to be male than female.	➤ The typical visitor in this racial category is 43 years old & slightly more likely to be male than female.
➤ Over one-third have completed some college, while less than 2% have a grade school education or less.	➤ Almost half (47%) have a high school degree or less as their highest level of education, with 9% having a grade school education or less.	➤ Two-thirds of these visitors have a college degree or post-graduate education, while 5% have a grade school education or less.	➤ Over one-third of the visitors in this racial category have a college degree/post-graduate degree, while only 2% have a grade school education or less.	➤ 38% of the visitors in this racial category have completed a four-year college degree/post-graduate education, with less than 2% completing less than a grade school education.
➤ Almost two-thirds have an annual household income of \$50,000 or less, while 1 in 4 makes between \$50,001 & \$75,000.	➤ Over 3 out of 4 visitors in this category report an annual household income of \$50,000 or less. In fact, almost half (47%) make between \$25,000 & \$50,000 annually.	➤ Over half (54%) have an annual household income of \$50,000 or less, 1 in 4 have an income of between \$50,001 & \$75,000, & 1 in 5 have an income of over \$75,000.	➤ 61% report an annual household income of \$50,000 or less, while 1 in 4 report an annual income of more than \$75,000.	➤ 55% of the visitors in this racial category make \$50,000 or less annually, while 1 in 4 makes between \$50,001 & \$75,000, & 1 in 5 makes over \$75,000 a year.
➤ The visitor in this racial category is three-fourths as likely to come from an urban area in Missouri. 3 out of 4 live within 50 miles of the parks & sites they visit.	➤ This visitor is 59% more likely to come from a metropolitan area in Missouri rather than a rural area & is 57% more likely to live within 50 miles of the parks & sites they visit.	➤ The typical visitor of Asian descent is 88% more likely to come from an urban area in Missouri & is two-thirds as likely to live 50 miles or more from the parks & sites they visit.	➤ The average Hispanic visitor is 80% more likely to be a metropolitan user from Missouri, & is 60% more likely to live within 50 miles of the parks or sites they visit.	➤ These visitors are two-thirds as likely to come from an urban area in Missouri & are equally likely to live within 50 miles or live farther than 50 miles from the parks & sites they visit.
➤ About 1 out of 10 comes from out of state, most coming from Kansas.	➤ 17% of these visitors are from out of state, the majority of whom come from Illinois, Oklahoma, Iowa & Nebraska.	➤ 16% of these visitors are from out of state, most coming from Illinois & Indiana.	➤ 16% of the Hispanic visitors are also from out of state, most of whom come from Kansas, Texas, Colorado & Illinois.	➤ 1 in 5 comes from out of state, the majority of whom come from Illinois, Kansas, Iowa, Arkansas & Oklahoma.

Use Patterns

African American

- The typical African American visitor is two-thirds as likely to be a repeat visitor, visiting the same park or site 12 times in a year. Most visit on the weekends with their family & friends.
- 27% of African American visitors stay overnight during a visit. An average overnight stay is 3 nights, most often in the campgrounds in the parks & sites.
- Only 1% of visitors in this category visit historic sites.
- The typical African American engages in the following activities during a visit: walking/hiking, picnicking, swimming, fishing, bicycling & viewing wildlife.

Native American

- Almost 3 out of 4 visitors in this category are frequent repeat visitors, visiting an average of 21 times a year to the same state park or historic site. Almost equally likely to visit on the weekend or during the week, this visitor most frequently visits with family & friends.
- This visitor is almost two-thirds as likely to visit a park or site just for the day. Of those who do stay overnight, however, 3 out of 4 stay in the overnight facilities within the parks & sites, generally for 3 nights.
- 3% visit a historic site during a typical visit.
- During a typical visit, the visitor in this category participates in the following recreational activities: picnicking, walking/hiking, viewing wildlife, camping, swimming & fishing.

Asian

- The average Asian visitor is two-thirds as likely to be a repeat visitor, visiting the same park or site an average of 8 times during a year, usually on the weekends & usually with family & friends.
- The typical Asian visitor is over two-thirds as likely to visit just for the day. Overnight visitors usually stay 3 nights, most (63%) staying in the overnight facilities inside the parks & sites.
- 3% of these visitors visit historic sites.
- Recreational activities in which Asian visitors most typically participate include swimming, picnicking, walking/hiking, bicycling, camping & fishing.

Hispanic

- The visitor in this category is also two-thirds as likely to be a frequent repeat visitor, visiting the same park or site an average of 17 times in the past year. This visitor visits mostly on the weekends & mostly with family & friends.
- Hispanic visitors are 61% more likely to be day-users. Of the overnight visitors, most (82%) stay inside the parks or sites. An average overnight stay is 3 nights.
- 7% of Hispanic visitors visit historic sites.
- Walking/hiking, picnicking, swimming, bicycling, viewing wildlife & camping are the most popular activities of Hispanic visitors.

White

- The typical visitor in this racial category is almost three-fourths as likely to be a frequent repeat visitor who visits the same parks & sites 18 times in a year, mostly on the weekends & mostly with family & friends.
- This visitor is 57% more likely to visit for just the day rather than spend the night. The overnight visitor typically stays for 3 nights & most (74%) stay in the overnight facilities in the parks & sites.
- 9% of the visitors in this category visit historic sites.
- The majority of these visitors typically engage in the following recreational activities during a visit: walking/hiking, viewing wildlife, picnicking, camping, swimming & bicycling.

Socio-Demographic Characteristics

Less than \$25,000

- Visitors in this income category are 41 years of age, are equally likely to be male or female, & are much more likely to be white than any other race.
- Almost half (47%) have high school or less as their highest level of education, with 7% having a grade school education or less.
- The average visitor in this income category is 56% more likely to be from an urban area in Missouri & 57% more likely to live within 50 miles of the parks & sites they visit.
- Almost 1 out of 5 visitors in this category are from out of state, most coming from Illinois, Kansas, Arkansas, Iowa & Nebraska.

\$25,000 - \$50,000

- Visitors in this category are 43 years old, are more likely to be male than female, & are much more likely to be white.
- 41% of visitors in this income category have completed some college, with only 1% having a grade school education or less.
- This visitor is two-thirds as likely to be a metropolitan user from Missouri, but is equally likely to live within 50 miles or live farther than 50 miles from the parks & sites they visit.
- 1 out of 5 are out of state visitors, most coming from the states surrounding Missouri, including Illinois, Kansas, Iowa, Arkansas, Oklahoma & Nebraska.

\$50,001 - \$75,000

- These visitors are 43 years of age, are more likely to be male than female, & most are white.
- Almost half (47%) have a college degree or an advanced graduate education, with less than 1% having a grade school education or less.
- 4 out of 5 visitors in this income category are urban visitors from Missouri who are 54% more likely to live farther than 50 miles away from the parks & sites they visit.
- Almost 1 out of 4 of these visitors are out of state visitors, coming from Illinois, Kansas, Iowa, Arkansas & Oklahoma.

Over \$75,000

- The visitors in this income category are 44 years old, are much more likely to be male than female, and are much more likely to be white.
- These visitors are almost two-thirds as likely to have a college degree or a graduate degree, with less than 1% having a grade school education or less.
- Of those who make more than \$75,000 annually, the vast majority (85%) are from a metropolitan area in Missouri & are 53% more likely to live within 50 miles of the parks & sites they visit.
- Over 1 out of 5 of these visitors comes from out of state, most coming from Illinois, Kansas & Texas.

Use Patterns

Less than \$25,000

- Almost three-fourths of the visitors in this category are frequent repeat visitors, visiting the same state park or historic site an average of 17 times during the past year. Most visit the parks & sites with family & friends on the weekends.
- These visitors are almost two-thirds as likely to be day-users than stay overnight during a visit. Of those who do stay overnight, the average overnight stay is 3 nights, three-fourths of which are in the overnight facilities within the parks & sites.
- 8% of the visitors in this income category visit a historic site during a typical visit.
- Activities with the most participation for this income category include walking/hiking, picnicking, viewing wildlife, camping & swimming.

\$25,000 - \$50,000

- Most (72%) of the visitors in this income category are frequent repeat visitors, visiting the same parks & sites 18 times in the past year. This visitor is two-thirds as likely to visit on the weekend, and most often visits with family & friends.
- The visitors in this income category are 57% more likely to visit only for the day. Most (77%) overnight visitors stay in the overnight facilities within the park or site, and the average stay is 3 nights.
- 8% of these visitors also visit a historic site during a typical visit.
- The typical visitor in this income category participates in the following activities during a visit: walking/hiking, picnicking, viewing wildlife, camping, swimming & fishing.

\$50,001 - \$75,000

- 70% of these visitors are frequent repeat visitors, visiting the same parks & sites 15 times in a year, mostly on the weekends. These visitors typically bring their family & friends with them on a visit.
- This visitor is 55% more likely to visit for the day than stay overnight. Of those staying overnight, the majority (73%) stay in the overnight facilities offered at the park or site, staying an average of 3 nights.
- 9% of the visitors in this income category visit a historic site.
- Visitors typically engage in walking/hiking, picnicking, viewing wildlife, camping, bicycling & swimming as the most frequent activities during a visit.

Over \$75,000

- 71% of the visitors that make over \$75,000 are also frequent repeat visitors, averaging 22 visits in a year to the same park or site. Most visits occur on the weekends with family & friends.
- This visitor is almost two-thirds as likely to recreate only for the day rather than stay overnight during a typical visit. Overnight visitors stay 3 nights, two-thirds of whom stay in the overnight facilities in the parks & sites.
- 9% of these visitors also visit a historic site.
- Walking/hiking, bicycling, viewing wildlife & picnicking are the recreational activities in which visitors from this income category participate the most.

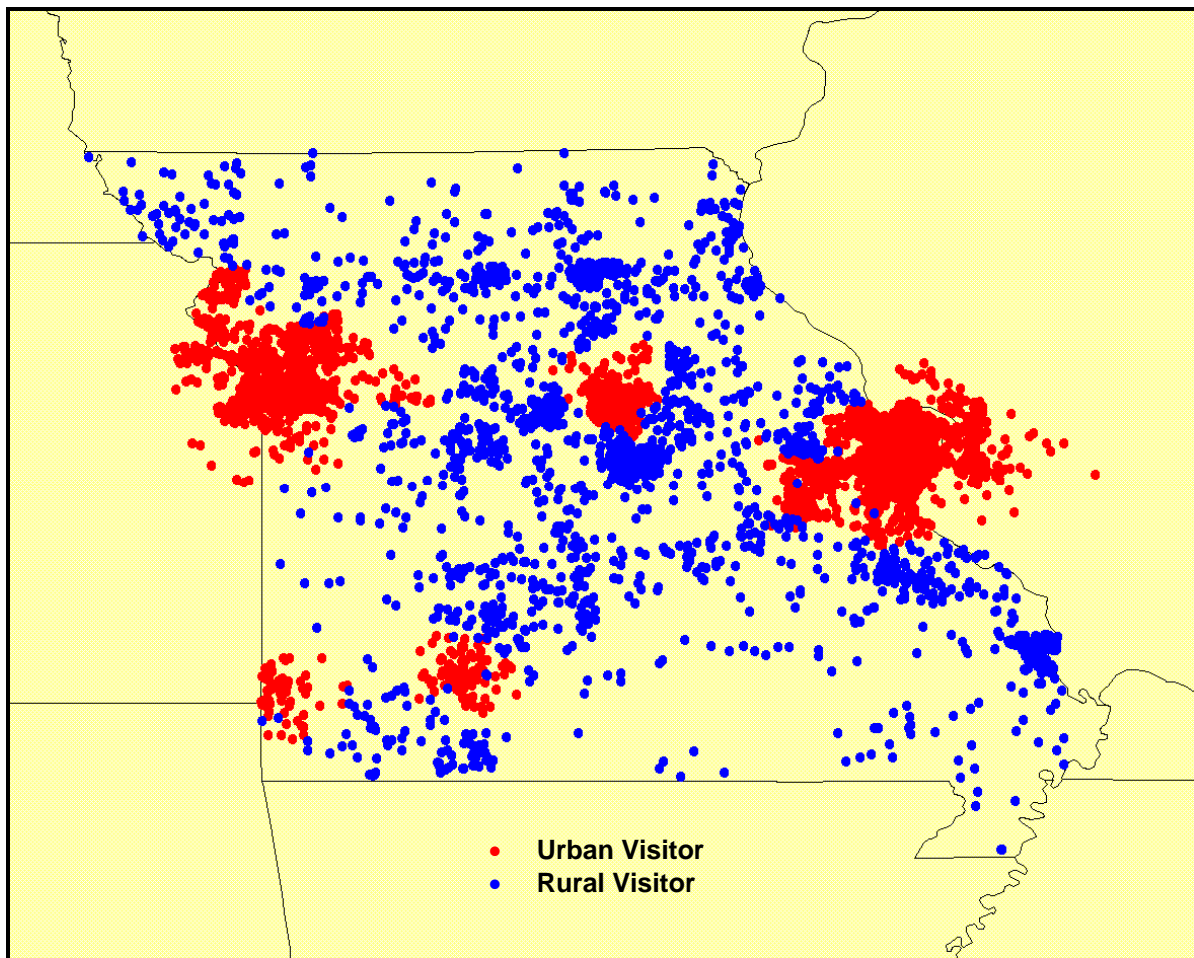
A COMPARISON OF URBAN AND RURAL VISITORS

The following is a comparative description of the socio-demographic characteristics and use patterns of urban visitors and rural visitors to Missouri's state parks and historic sites. Urban visitors are defined as those visitors who reside in a metropolitan statistical area (MSA). Rural visitors are those Missouri visitors who do not reside in a MSA.

Missouri has six MSAs: Columbia, Joplin, Kansas City, St. Joseph, St. Louis and Springfield. The Kansas City MSA includes both visitors from Missouri and visitors from Kansas who reside within Kansas City's MSA boundaries. The St. Louis MSA

includes both visitors from Missouri and Illinois who reside within St. Louis' MSA boundaries.

For purposes of comparison, visitors from the six MSAs were combined to form the urban visitor category. Seventy percent (70%) of the visitors who visit Missouri's state parks and historic sites come from a metropolitan area, 30% come from rural areas. Visitors from the St. Louis (64%) and Kansas City (21%) MSAs account for 85% of the urban users. The following map is a graphical representation of both sets of visitors.



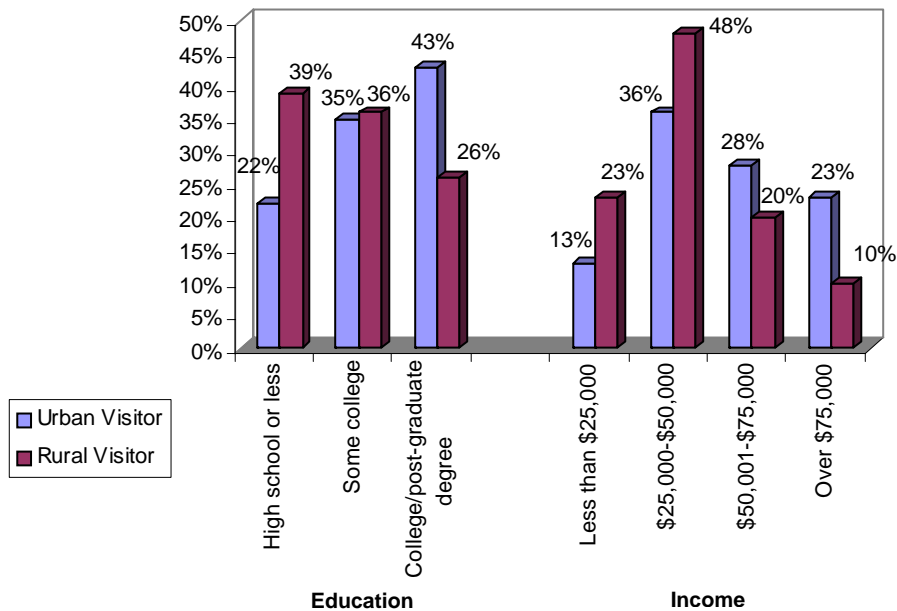
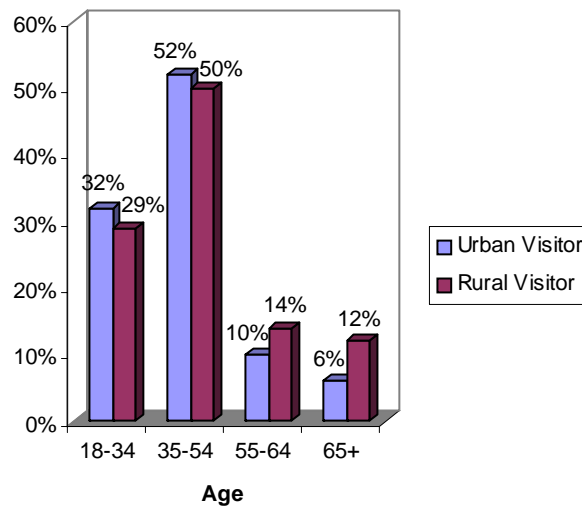
Socio-Demographic Characteristics

Urban Visitor

- The typical urban visitor is 42 years old, slightly more likely to be male than female, & much more likely to be white than any other racial background.
- Over 40% have a college degree or an advanced graduate degree, while only 1% has a grade school education or less.
- Over half (51%) of the visitors in this category report an annual household income of over \$50,000. In fact, over 1 in 4 makes between \$50,001 & \$75,000, & almost 1 in 4 makes over \$75,000 annually.
- Over half of urban visitors live within 50 miles of the parks & sites they visit.

Rural Visitor

- The rural visitor is 44 years old, equally likely to be male or female, & much more likely to be white.
- Almost 40% of rural visitors have a high school education or less, with 4% having a grade school education or less.
- 7 out of 10 rural visitors report an annual household income of \$50,000 or less. In fact, almost half make between \$25,000 & \$50,000 a year, whereas only 1 in 5 makes between \$50,001 & \$75,000.
- Sixty percent (60%) of rural residents live within 50 miles of the parks & sites they visit.



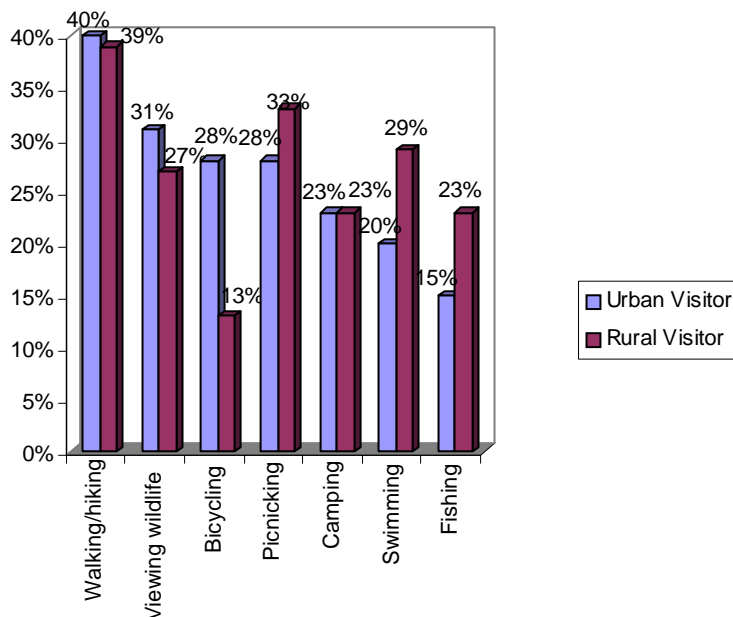
Use Patterns

Urban Visitor

- The Eastern Parks District & the Missouri River District together account for over half (57%) of the parks & sites visited by urban visitors. Ninety-two percent (92%) of urban visitors visit a state park during a typical visit, 8% visit a historic site.
- 3 out of 4 urban users are frequent repeat visitors, visiting the same parks & sites an average of 19 times in a year. The typical urban visitor is two-thirds as likely to visit on a weekend rather than during the week, & most visit with their family & friends.
- The urban visitor is 61% more likely to visit just for the day rather than stay overnight during a visit. Of those who do stay overnight, however, most (72%) stay an average of 3 nights in the overnight facilities offered at the parks & sites.
- Recreational activities with the most urban participation include walking/hiking, viewing wildlife, bicycling, picnicking, camping & swimming.

Rural Visitor

- The Ozarks District & North Hills District combine to account for half (51%) of the parks & sites visited by rural visitors. Ninety-three percent (93%) of rural visitors visit a state park during a typical visit, 7% visit a historic site.
- 4 out of 5 rural users are frequent repeat visitors, visiting the same park or site an average of 21 times during a year. The typical rural visitor is two-thirds as likely to visit on the weekend than visit during the week, & most visit with their family & friends.
- The rural visitor is 64% more likely to be a day-user rather than an overnight visitor during a typical visit. Overnight visitors stay an average of 3 nights & most (81%) stay in the overnight facilities within the parks & sites.
- The average rural visitor typically engages in the following recreational activities: walking/hiking, picnicking, swimming, camping, viewing wildlife & fishing.



A COMPARISON OF MISSOURI VISITORS (ONLY) TO MISSOURI'S POPULATION

Age	Missouri State Park & Historic Site Visitor Sample		Missouri State Population (2000 Census Data)	
	<i>Frequency</i>	<i>Percentage</i>	<i>Frequency</i>	<i>Percentage</i>
18-34	1,794	31.1%	1,274,711	30.6%
35-54	2,848	49.4%	1,630,031	39.1%
55-64	664	11.5%	507,398	12.2%
65+	457	7.9%	755,379	18.1%
Total	5,764	100.0%	4,167,519	100.0%

Age

Missourians between the ages of 18 and 34 account for 31.1% of visitors to Missouri's state parks and historic sites. This percentage is equal to the representation of this age group in Missouri's state population (30.6%). Also almost equal in representation is the age group 55-64, accounting for 11.5% of the visitor sample and 12.2% of Missouri's population. Slightly underrepresented in Missouri's visitor sample are those visitors who are 65 years of age or older, and slightly over-represented

are those visitors who are between 35 and 54 years of age. The median age of Missouri visitors is 41, the median age of the population in Missouri is 36.

Gender

Female visitors account for a smaller percentage of the visitor sample when compared to the percentage of female Missourians. Conversely, male visitors account for a large percentage of the visitor sample when compared to the percentage of male Missourians.

Gender	Missouri State Park & Historic Site Visitor Sample		Missouri State Population (2000 Census Data)	
	<i>Frequency</i>	<i>Percentage</i>	<i>Frequency</i>	<i>Percentage</i>
Female	2,699	46.9%	2,187,959	52.5%
Male	3,057	53.1%	1,988,560	47.5%
Total	5,764	100.0%	4,167,519	100.0%

Race	Missouri State Park & Historic Site Visitor Sample		Missouri State Population (2000 Census Data)	
	<i>Frequency</i>	<i>Percentage</i>	<i>Frequency</i>	<i>Percentage</i>
African American	62	1.1%	424,275	10.2%
Asian	48	0.8%	47,110	1.1%
Hispanic	70	1.2%	75,962	1.8%
Native American	166	2.9%	18,284	0.4%
White	5,422	94.0%	3,600,107	86.4%
Total	5,768	100.0%	4,167,519	100.0%

Race

Missouri visitors of Asian and Hispanic racial backgrounds are most closely represented in the visitor sample when compared to Missouri's population. Underrepresented are African American visitors, who account for only 1.1% of the visitors who visit Missouri's state parks and historic sites, yet account for 10.2% of Missouri's overall population. A higher percentage of White visitors and a higher percentage of Native American visitors make up Missouri's visitor sample than would be expected when compared to the percentage of these two groups in Missouri's population.

Income

Providing public outdoor recreational opportunities to *all* Missouri citizens is a primary tenant of the state park mission. Although accounting for a smaller percentage (16.2%) of the visitor sample when compared to the state's percentage (32.1%), the number of visitors with annual household incomes of less than \$25,000 indicate that the state park system is fulfilling a fundamental need for public outdoor recreation in Missouri and is successfully accomplishing its mission.

Annual Household Income	Missouri State Park & Historic Site Visitor Sample		Missouri State Population (2000 Census Data)	
	<i>Frequency</i>	<i>Percentage</i>	<i>Frequency</i>	<i>Percentage</i>
Less than \$25,000	868	16.2%	716,322	32.1%
\$25,000-\$50,000	2,130	39.8%	713,839	32.0%
\$50,001-\$75,000	1,328	24.8%	410,851	18.4%
Over \$75,000	1,023	19.1%	389,883	17.5%
Total	5,349	100.0%	2,230,895	100.0%

Education Level	Missouri State Park & Historic Site Visitor Sample		Missouri State Population (2000 Census Data)	
	<i>Frequency</i>	<i>Percentage</i>	<i>Frequency</i>	<i>Percentage</i>
High school or less	1,364	26.5%	1,775,314	50.4%
Some college	1,732	33.7%	944,043	26.8%
4-yr. college or post-graduate degree	2,051	39.8%	806,372	22.9%
Total	5,147	100.0%	3,525,729	100.0%

Education

The visitor to Missouri's state parks and historic sites has a much higher level of education when compared to the education levels of Missouri's population. Those of Missouri's population with a high school education or less account for almost twice as high a percentage as the visitor sample. Conversely, those visitors with a four-year college degree or a post-graduate education account for almost twice as high a percentage when compared to Missouri's population as a whole.

Residence

Missourians who reside in non-metropolitan areas are represented among visitors in nearly equal proportion to the state population. Residents of the St. Joseph and Joplin MSAs are also fairly equally represented, when comparing the visitor sample with the state population. A higher percentage of visitors from the St. Louis and Columbia MSAs and a lower percentage of visitors from the Kansas City and Springfield MSAs are represented when compared to the percentage of Missouri residents who live in these four MSAs.

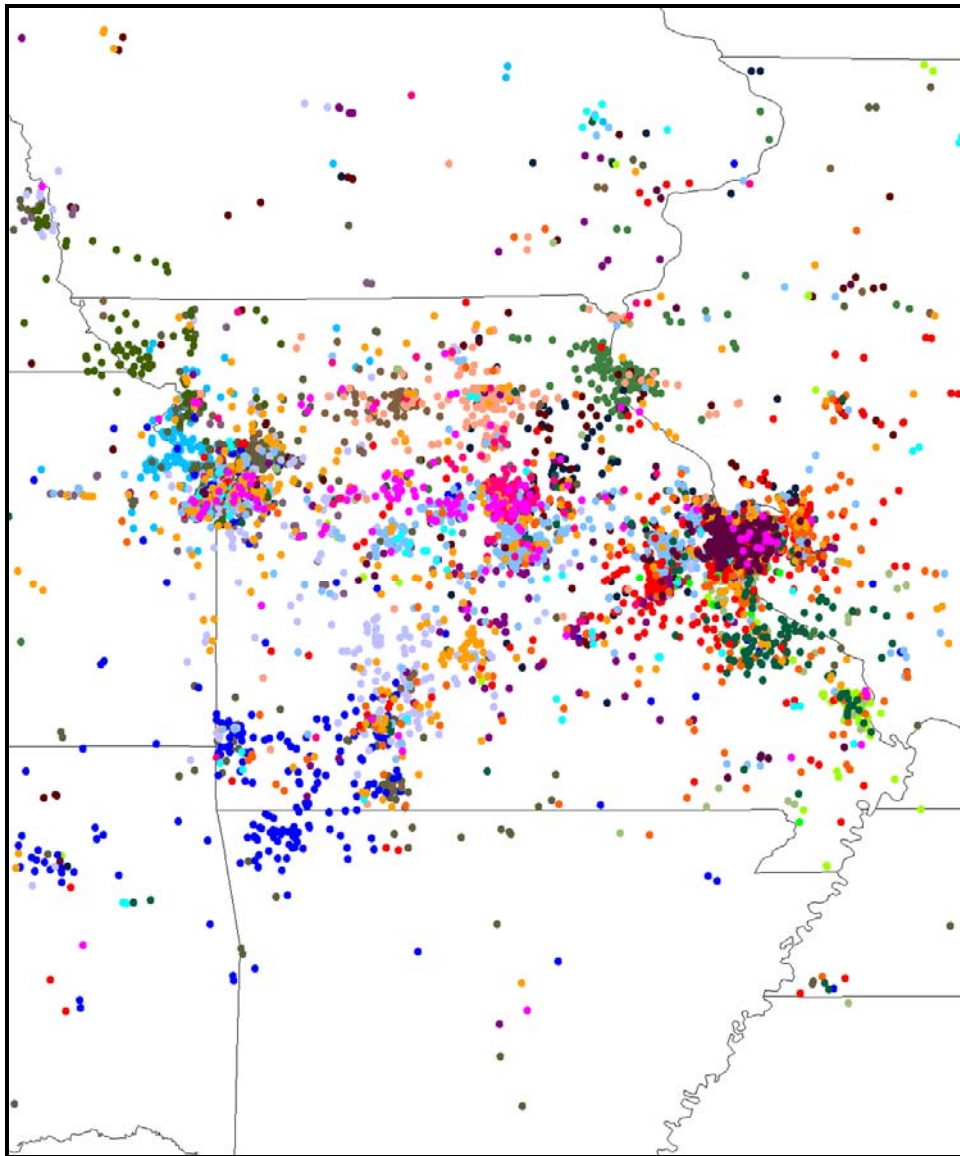
Residence	Missouri State Park & Historic Site Visitor Sample		Missouri State Population (2000 Census Data)	
	<i>Frequency</i>	<i>Percentage</i>	<i>Frequency</i>	<i>Percentage</i>
Columbia MSA	407	6.9%	104,522	2.5%
Joplin MSA	57	1.0%	116,551	2.8%
Kansas City MSA	748	12.6%	791,575	19.0%
St. Joseph MSA	70	1.2%	77,205	1.9%
St. Louis MSA	2,592	43.8%	1,476,658	35.4%
Springfield MSA	138	2.3%	248,149	6.0%
Non-metropolitan	1,910	32.2%	1,353,129	32.5%
Total	5,922	100.0%	4,167,519	100.0%

A USE CLASSIFICATION PARADIGM

The following map represents the geographical residence of state park and historic site visitors surveyed during the 1997-2000 survey period, and is based on zip code data provided by the respondents. By itself, this map is a confusing mass of meaningless dots with seemingly random placement. When combined with trip

characteristic data, however, the information it provides begins to emerge into clearly defined patterns of visitor use, allowing the development of a park and site classification system of five park/site types. The following maps illustrate this classification system and describe the characteristics common to each type of park and site.

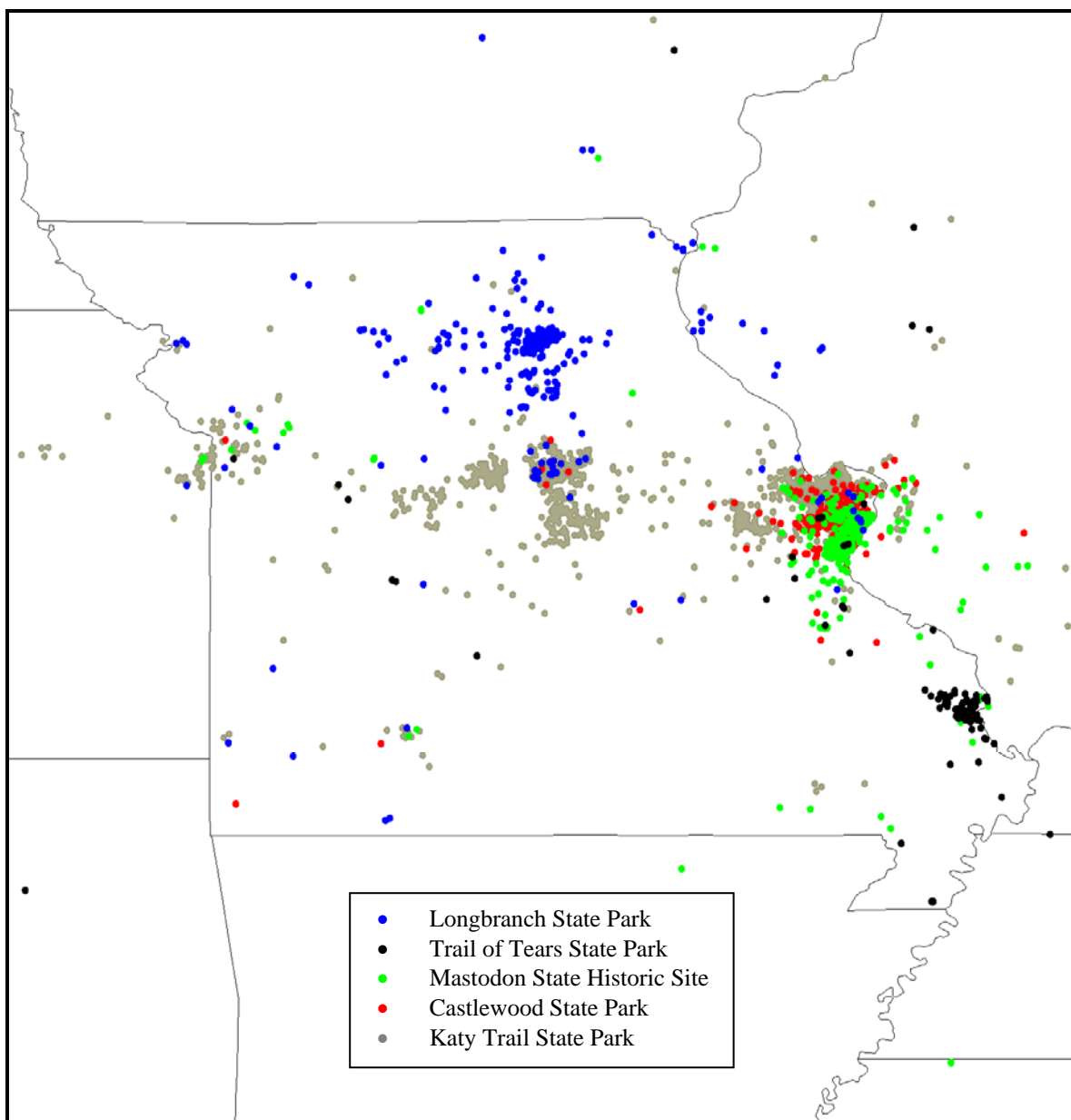
Zip Code Distribution of 1997-2000 State Park & Historic Site Visitors



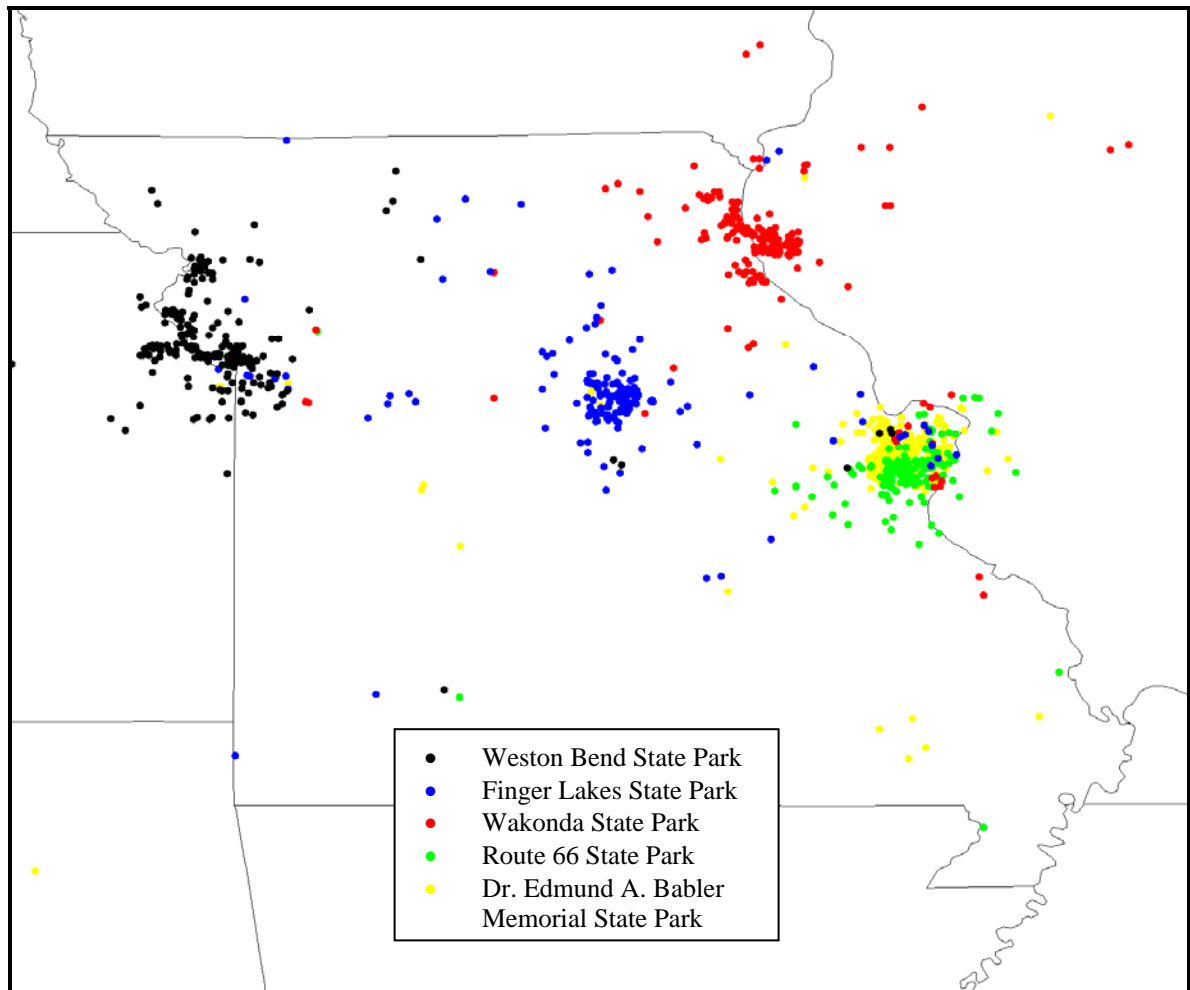
The first type of park/site in the classification system can be defined as local or district, day-use areas characterized by visitors who are mostly day-users (several parks in this classification do not offer overnight facilities). The majority of visitors to these parks and sites live locally within at least 50 miles of the parks and sites, and many live within a 25-mile radius. The high frequency of repeat use indicates that visitors

to these parks and sites may view them as similar to city or municipal parks. The following two maps provide a pictorial representation of the residency of visitors who visit the parks and sites falling into this category.

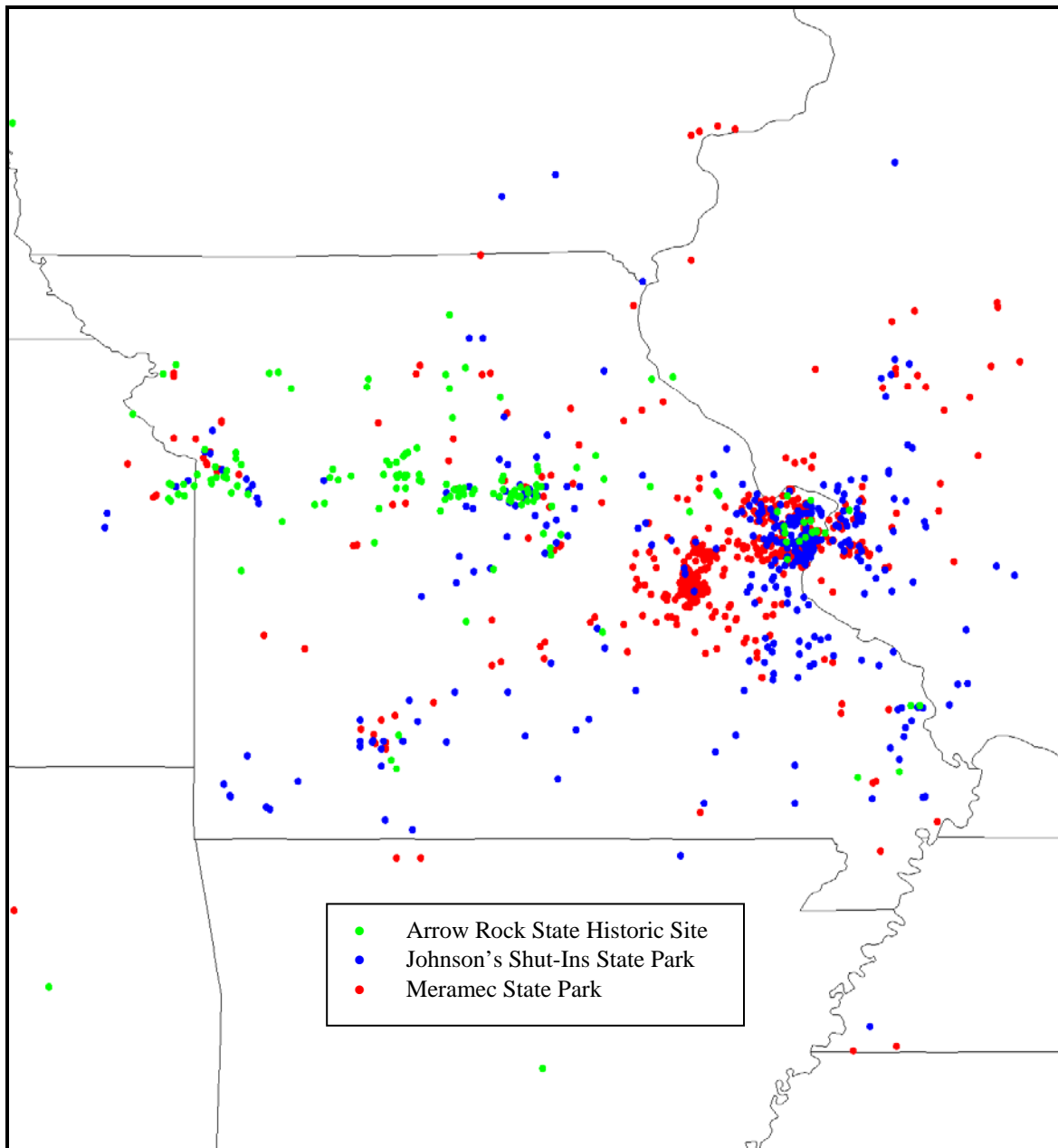
Local or District, Day-Use Parks & Sites (Map 1)



Local, Day-Use Parks & Sites (Map 2)



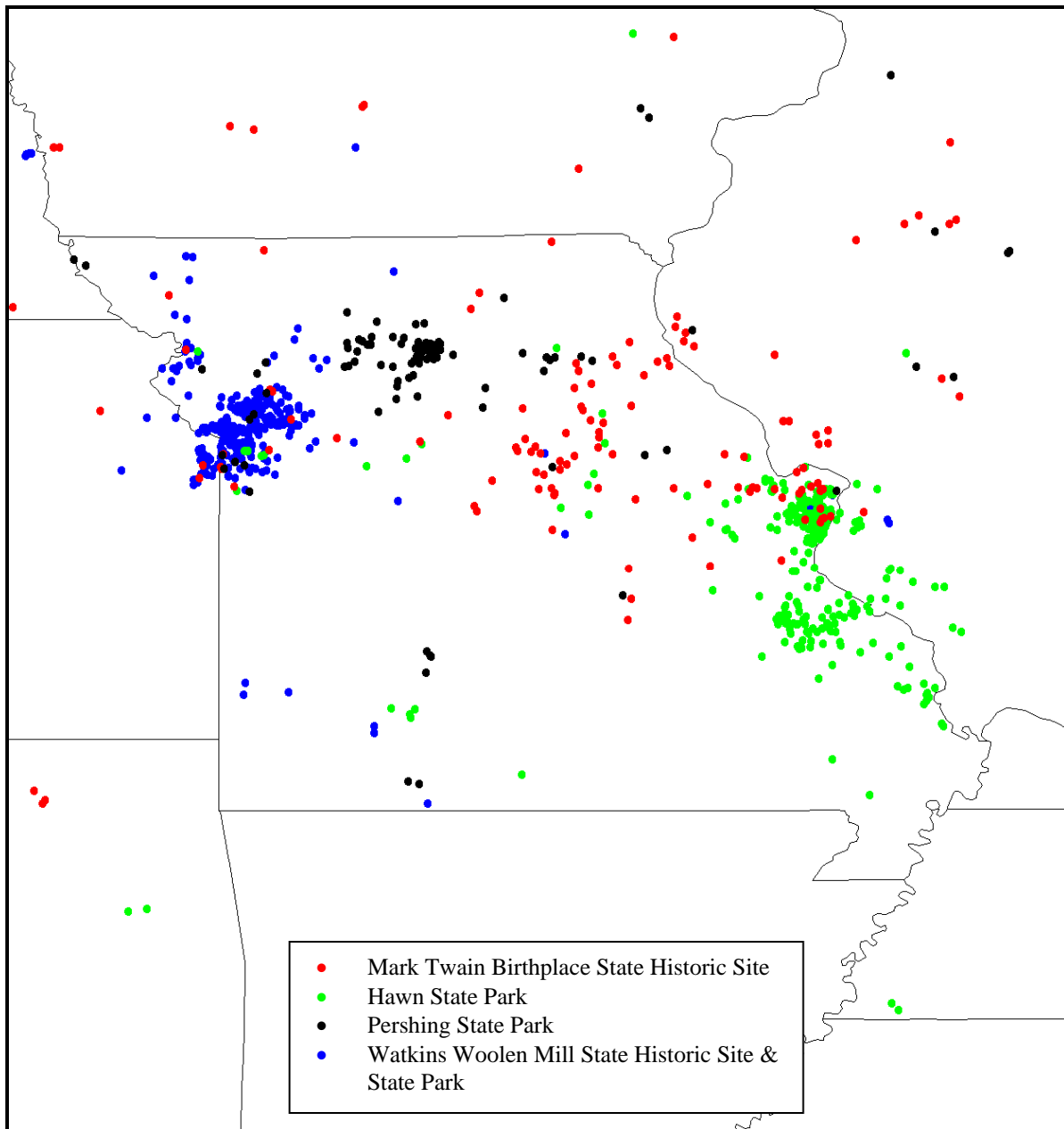
Regional, Day-Use Destination Parks & Sites



A second type of park/site in the classification system are the parks and sites whose visitors are primarily day-users but who travel a greater distance to reach their destination (between 50-150 miles one way) and live more regionally rather than locally. The greater distance traveled suggests that

these parks and sites, while not overnight destinations, are primary destinations for their visitors.

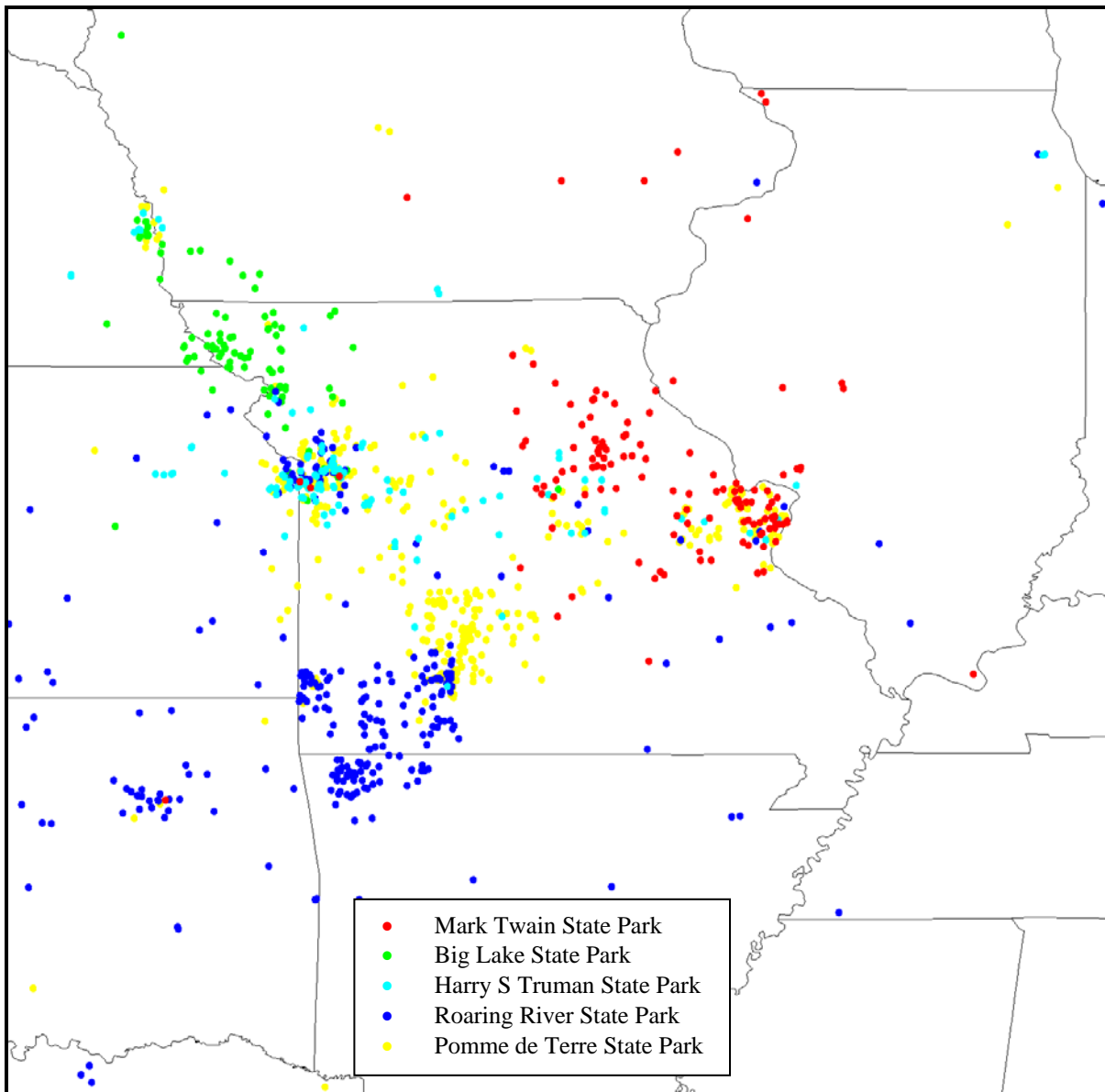
Regional, Combined-Use Parks & Sites



Visitors to the parks and sites in this classification are almost equally likely to be overnight visitors or day-users. Visitors travel less than a day's drive (150 miles one way) to reach their destination but a high percentage also travel more than 50 miles to

visit these parks and sites, indicating a regional rather than a local residence.

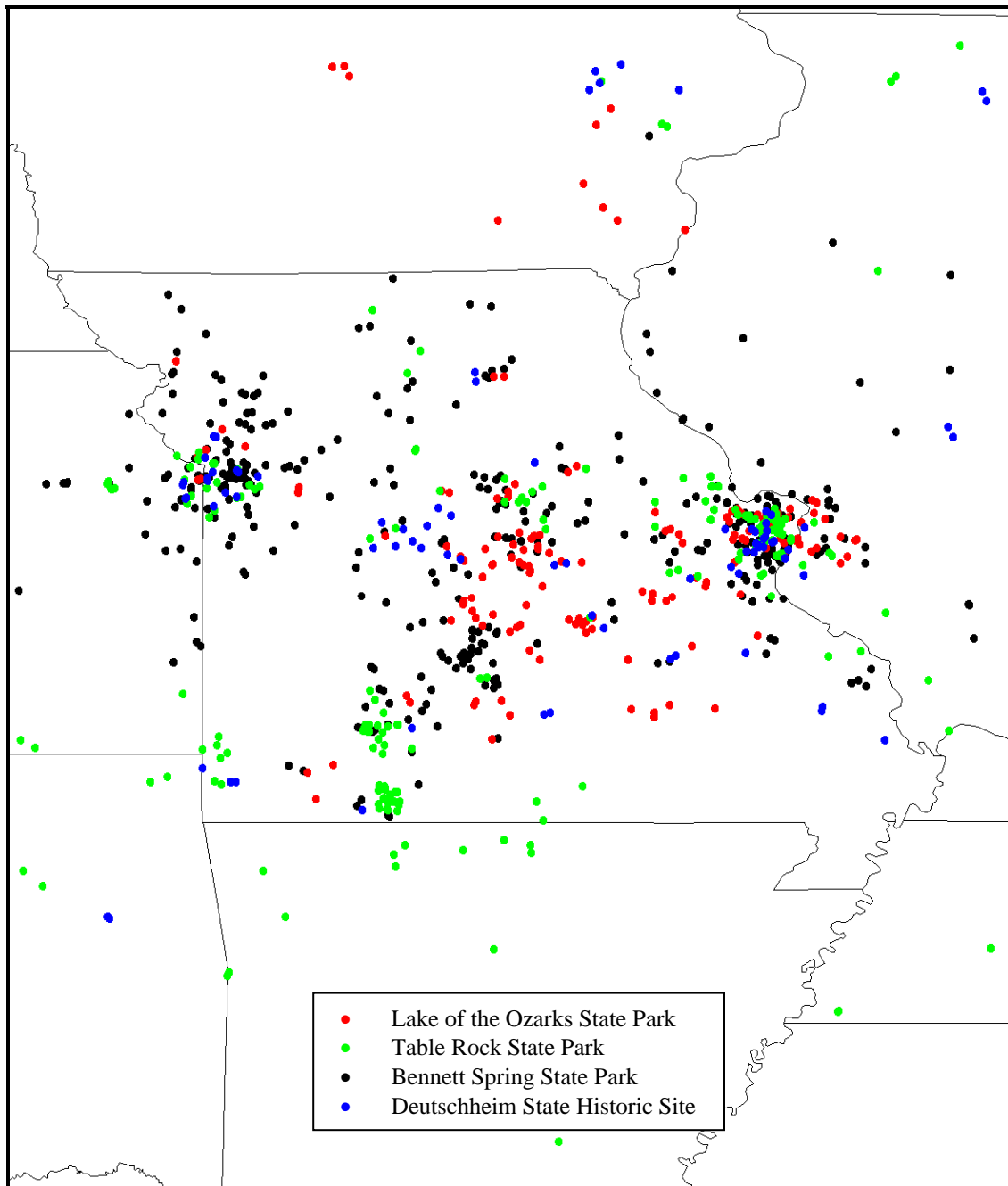
Regional, Overnight Destination Parks & Sites



The parks classified as “regional, overnight destination parks” are characterized by overnight visitors who are regional rather than local residents. Visitors to these parks travel less than a day’s drive (150 miles one way) but still travel between 50-150 miles to

reach their destinations. Several parks in this classification have at least a third of their visitors from out of state and, in fact, over half (53%) of Roaring River’s visitors are from out-of-state.

Long-Distance, Overnight Destination Parks & Sites



Last in the park/site classification system, these parks and sites are characterized by overnight visitors who travel more than a day's drive (more than 150 miles one way) to reach their destinations. Several of the parks are also characterized by having at least 30%

of their visitors from out of state. Of note: although Deutschheim State Historic Site does not provide overnight facilities at its site, visitors to the site are still considered overnight visitors as most stay overnight in Hermann, Missouri during their visit.